

DTC Survey

Attitudinal and Behavioral Effects of Direct-To-Consumer (DTC) Promotion of Prescription Drugs

I. SCREENER

INTRODUCTION: Hello, my name is _____ calling on behalf of the U.S. Food and Drug Administration. The FDA is conducting a survey about advertisements for prescription and non-prescription drugs. Your answers will be kept strictly confidential. We need to speak to an adult in the household age 18 or older.

(IF NECESSARY: We do not know anything about you. No record of your phone number will be kept. Your participation in this study is completely voluntary and is very important in order for the study to give useful results.)

1 Continue

2 Get an adult (REINTRODUCE AND GO TO Q2)

3 No adult available (SCHEDULE CALLBACK)

I'm going to start by asking a few general questions about health. In this survey, I'll use the word doctor to refer to a health care provider you may have visited. This could be a doctor, a nurse practitioner, or a physician's assistant.

Q2. How long has it been since the last time you saw a doctor where you talked about a health condition or concern of your own, not for a child or parent or someone else? We're interested in your last non-emergency visit to a doctor.

	Within the last week	01	Continue
	1 to 4 weeks ago	02	Continue
	5 weeks to 3 months ago	03	Continue
	4 to 6 months ago	04	Continue
	7 to 11 months ago	05	Continue
	1 year ago	06	Continue
	More than 1 year ago, or	07	Continue
	Never	08	Continue
DO NOT READ	Don't Know	98	(Terminate)

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DO NOT READ Refused 99 (Terminate)

[Categories 01, 02, 03 should represent 80% of the sample. The remaining 20% may be from any category, including 04 through 08]

Main Survey

II. Attitudes Toward Prescription and Over-the-Counter Drugs

Q3. Can you tell me, in your own words, what the difference is between prescription drugs and non-prescription drugs, frequently called over-the-counter drugs? (Probe once) Anything else?

Q4. In the last three months, do you recall seeing or hearing an advertisement for an over-the-counter drug; that is, a drug you can get without a doctor's prescription?

	Yes	1
	No	2
	Not sure	3
DO NOT READ	Don't Know	8
DO NOT READ	Refused	9

Q5. Now think about prescription drugs; that is, drugs you can only get with a doctor's prescription. In the last three months, do you recall seeing or hearing an advertisement for a prescription drug?

	Yes	1
	No	2 (skip to Q16)
	Not sure	3 (skip to Q16)
DO NOT READ	Don't Know	8 (skip to Q16)
DO NOT READ	Refused	9 (skip to Q16)

DTC Survey

Q6. (ASK IF Q5 = 1:) Did you see or hear it in any of the following ways: (READ CODES 1 – 7, ROTATE ORDER OF 1 – 6; RECORD ALL THAT APPLY]

	On television	1
	On the radio	2
	In a magazine	3
	In a newspaper	4
	On the Internet	5
	In a letter, flyer or announcement you got in the mail	6
ALWAYS LAST	Anywhere else? (please specify) _____	7
DO NOT READ	Don't Know	8
DO NOT READ	Refused	9

Q7. I'm going to read you a list of different types of information that may or may not appear in television ads for prescription drugs. As I read each one, please tell me if you've seen TV ads for prescription drugs with that type of information. (READ WITH FIRST ITEM, REPEAT AS NECESSARY:) Have you seen TV ads that contained information about Y (READ, ROTATE LIST 1 - 7, RECORD ALL THAT APPLY)

	The benefits of the drug	01
	Directions for use of the drug	02
	Who should take the drug	03
	Questions to ask a doctor about the drug	04
	What to do in case of overdose	05
	The risks or side effects of the drug	06
	Who should not take the drug	07
DO NOT READ	Have never seen TV ads for prescrip. drugs	08
DO NOT READ	Don't Know	98
DO NOT READ	Refused	99

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Q8. In the last three months, how many **different** prescription drugs do you recall seeing advertised in any form?

	None	00
	One	01
	Two	02
	Three	03
	Four	04
	Five	05
	Six	06
	Seven	07
	Eight	08
	Nine	09
	Ten	10
	More than ten	11
DO NOT READ	Don=t Know	98
DO NOT READ	Refused	99

Q9. How easy or difficult is it for you to tell whether an advertisement on **television** is for an over-the-counter drug or a prescription drug? Would you say it is:

	Very easy	1
	Somewhat easy	2
	Neither easy nor difficult	3
	Somewhat difficult	4
	Very difficult	5
DO NOT READ	Don=t Know	8
DO NOT READ	Refused	9

Q10. How easy or difficult is it for you to tell whether an advertisement in a **magazine or a newspaper** is for an over-the-counter drug or a prescription drug? Would you say it is:

	Very easy	1
	Somewhat easy	2
	Neither easy nor difficult	3
	Somewhat difficult	4
	Very difficult	5
DO NOT READ	I have never seen this kind of advertisement	6
DO NOT READ	Don=t Know	8
DO NOT READ	Refused	9

DTC Survey

Q11. (ASK ALL:) Advertisements for prescription drugs in magazines and newspapers usually have small print information that gives more details about the drug. How much, if any, of the small print information would you say **you usually** read? Would you say you:

	Read all of the information	1
	Read almost all of the information	2
	Read about half of the information	3
	Read only a little of the information	4
	Read none of the information	5
	Didn't even notice the information was there	6
DO NOT READ	Have never seen magazine / newspaper ads	7 (skip to Q13)
DO NOT READ	Don't Know	8
DO NOT READ	Refused	9

Q12. (ASK IF Q11 NE 7) If you were **especially** interested in the advertised drug for some reason, how much, if any, of the small print information would you read? Would you say you would:

	Read all of the information	1
	Read almost all of the information	2
	Read about half of the information	3
	Read only a little of the information	4
	Read none of the information	5
DO NOT READ	Don't Know	8
DO NOT READ	Refused	9

Q13. (ASK ALL:) Has an advertisement for a prescription drug ever caused you to look for more information, for example, about the drug or about your health? [INTERVIEWER: If asked, Awe mean broadcast or print ads.@]

	Yes	1
	No	2 (skip to Q15)
DO NOT READ	Don't Know	8 (skip to Q15)
DO NOT READ	Refused	9 (skip to Q15)

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Q14. (ASK IF Q13 = 1:) Did you look for further information: [READ LIST 1 – 11 ROTATE ORDER OF 1 – 10, RECORD ALL THAT APPLY]

	In a reference book	01
	In a magazine	02
	In a newspaper	03
	On the Internet	04
	By asking a friend, relative, or neighbor	05
	By calling the 1-800 number in the ad	06
	By talking to a pharmacist	07
{read in sequence}->	By talking to your doctor	08
->	By talking to a nurse	09
	By talking to a doctor other than your own doctor	10
	By making an appointment with a doctor	11
ALWAYS LAST	By doing something else (specify) _____	12
DO NOT READ	Don=t Know	98
DO NOT READ	Refused	99

Q15. Has an advertisement for a prescription drug **ever** caused you to ask a doctor about a medical condition or illness of your own that you had **not** talked to a doctor about before?

	Yes	1
	No	2
DO NOT READ	Don=t Know	8
DO NOT READ	Refused	9

DTC Survey

III. Interaction with Doctor [Next section for respondents in Q2 categories 01-03. If Q2=04 to 08, skip to Q32]

You mentioned previously that you have visited a doctor, physician=s assistant, or nurse practitioner in the last 3 months about a health condition or concern. I=d like to ask you some questions about those visits. When I say doctor in these next few questions, I=m referring to the health care provider you visited.

Q16. At any of the visits to your doctor in the last three months, was there any conversation about a prescription drug?

	Yes	1 (I=d like you to think about that <u>particular visit</u> when answering the following questions.
IF MULTIPLE VISITS VOLUNTEERED: [If a drug was discussed at more than one visit, think about the most recent visit at which a drug was discussed]		
	No	2 (I=d like you to think about your most <u>recent visit</u> when answering the following questions)
DO NOT READ	Don=t Know	8 (I=d like you to think about your most <u>recent visit</u> when answering the following questions)
DO NOT READ	Refused	9 (I=d like you to think about your most <u>recent visit</u> when answering the following questions)

Q17. Did you go see your doctor for that visit for any of the following reasons? Was it because: (READ LIST 1 - 8, RANDOMIZE ORDER OF 1 - 7, RECORD ALL THAT APPLY)

	You had a sudden symptom or illness?	01
	You had not been feeling well?	02
	It was time for a checkup?	03
	A family member or friend suggested you should go?	04
	You needed to get a prescription refilled?	05
	You read or saw something?	06
	(if yes, follow up: What did you see or read? _____)	
	A drug you were taking (or supposed to be taking) wasn=t working for you?	07
LAST	Were there any other reasons you went to see the doctor? _____	08
DO NOT READ	Don=t Know	98
DO NOT READ	Refused	99

Q18. Before you went to see the doctor for that visit, did you read, hear, or see anything that made you think about a **question** you wanted to ask your doctor?

	Yes	1
	No	2 (skip to Q20)
DO NOT READ	Don=t Know	8 (skip to Q20)

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DO NOT READ Refused 9 (skip to Q20)

Q19. (ASK IF Q18 = 1:) Think about what it was that you read, heard, or saw that made you think about that question. I=ll read a list of 8 possibilities, and you can say yes to more than one. Was it because of: (READ LIST 1 – 9, RANDOMIZE ORDER OF 1 – 8, RECORD ALL THAT APPLY)

An advertisement on television or radio	01
An advertisement in a magazine	02
A news or educational program on TV or radio, or mention in a talk show	03
An article in a magazine or newspaper	04
Something you received in the mail	05
Something a friend, relative or neighbor said	06
A talk you had with a doctor other than your own doctor?	07
Something you saw on the Internet	08
LAST Something else (specify) _____	09
DO NOT READ Don=t Know	98
DO NOT READ Refused	99

Q20. Are you currently taking one or more prescription drugs?

	Yes	1
	No	2 (skip to Q22)
DO NOT READ	Don=t Know	8 (skip to Q22)
DO NOT READ	Refused	9 (skip to Q22)

Q21. (ASK IF Q20 = 1:) Before you visited your doctor, did you think your doctor might: (rotate: read list) (ACCEPT MULTIPLE RESPONSES)

	Make no changes to any of your current drugs	1 (skip to Q26 if this is the only mention)
	Switch any of your current drugs to a new drug	2 (intro 23b)
	Give you a new drug for a different condition	3 (intro 23c)
DO NOT READ	Don=t Know	8 (skip to Q24)
DO NOT READ	Refused	9 (skip to Q24)

IF Q21 = 1 AND 3, GO TO Q23, INTRO 23C

IF Q21 = 2 AND 3, GO TO Q23 AND READ IT TWICE, WITH INTROS B & C

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Q22. Before you visited your doctor, did you think the doctor might put you on a new prescription drug?

	Yes	1 (intro 23a)
	No	2 (skip to Q24)
DO NOT READ	Don't Know	8 (skip to Q24)
DO NOT READ	Refused	9 (skip to Q24)

Q23a. Think about what it was that made you think your doctor might put you on a new prescription drug.

Q23b. Think about what it was that made you think your doctor might switch your current drug to a new drug.

Q23c. Think about what it was that made you think your doctor might give you a new drug for a different condition.

I'll read a list of 9 possible things, and you can say yes to more than one. Was it because of: (READ LIST 1 – 10, RANDOMIZE ORDER OF 1 - 9) (READ SERIES TWICE IF Q21 = 2 AND 3)

	An advertisement on television or radio	01
	An advertisement in a magazine	02
	A news or educational program on TV or radio, or mention in a talk show	03
	A previous prescription for the same condition	04
	An article in a magazine or newspaper	05
	Something you received in the mail	06
	Something a friend, relative or neighbor said	07
	A talk you had with a doctor other than your own doctor?	08
	Something you saw on the Internet	09
LAST	Something else (specify) _____	10
DO NOT READ	Don't Know	98
DO NOT READ	Refused	99

Q24. Did you ask whether there might be a prescription drug to treat your condition?

	Yes	1 (do not read Q32 or Q33)
	No	2
DO NOT READ	Don't Know	8
DO NOT READ	Refused	9

Q25. At that visit, did you ask about a specific brand of prescription drug?

	Yes	1
	No	2
DO NOT READ	Don't Know	8
DO NOT READ	Refused	9

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Q26. Did you mention an advertisement you saw or heard for a drug or bring any information about a drug with you?

	Yes, I mentioned an ad I saw or heard	1 (skip to Q28)
	Yes, I brought something about the drug with me	2 (skip to Q28)
	Yes, both	3 (skip to Q28)
	No	4
DO NOT READ	Don't Know	8
DO NOT READ	Refused	9

Q27. Did you ask about (**any** / any other) prescription drugs? (IF Q24 = 1, ASK "ANY OTHER" ELSE, ASK "ANY")

	Yes	1 (do not read Q32 or Q33)
	No	2 (skip to Q32)
DO NOT READ	Don't Know	8 (skip to Q32)
DO NOT READ	Refused	9 (skip to Q32)

Q28. (ASK IF Q26 = 1-3 OR IF Q27 = 1:) Which, if any, of these possible reactions did your doctor have when you asked about the drug? You can say yes to more than one. (READ LIST 1 – 4, RANDOMIZE ORDER)

	He/she seemed to get angry or upset	1
	He/she seemed to react like it was an ordinary part of the visit	2
	He/she seemed to welcome my question	3
	He/she discussed the drug with me	4
DO NOT READ	None of the above	5
DO NOT READ	Don't Know	8
DO NOT READ	Refused	9

Q29. How did **you** feel about your doctor's reactions when you asked about the drug? Were you:

	Very satisfied	1
	Satisfied	2
	Neither satisfied nor unsatisfied	3
	Unsatisfied	4
	Very unsatisfied	5
	No opinion	6
DO NOT READ	Don't Know	8
DO NOT READ	Refused	9

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Q30. Did your doctor do one or more of the following: [READ LIST 1 – 6; ACCEPT MULTIPLE YES RESPONSES]

	Give you the prescription drug you asked about	1 (skip to Q34)
	Recommend a different prescription drug	2
	Recommend an over-the-counter drug	3
	Recommend no drug	4
	Recommend that you make changes in your behavior or lifestyle	5
ALWAYS LAST	Something else (specify) _____	6
DO NOT READ	Don't Know	8
DO NOT READ	Refused	9

Q31. (ASK IF Q30 IS NOT EQUAL TO 1:) Did your doctor tell you why he or she didn't prescribe the drug you asked about?

Yes	1 (CONTINUE WITH Q31, THEN SKIP TO Q34)
No	2 (SKIP TO Q34)
Don't know	8 (SKIP TO Q34)
Refused	9 (SKIP TO Q34)

Was it because: [READ LIST 1 - 8, RANDOMIZE RESPONSES 1 – 7; ACCEPT MULTIPLE YES RESPONSES]

	The drug was not right for you	01
	The doctor wanted you to take a different drug	02
	The drug had side effects you were not aware of	03
	You did not have the condition the drug is used to treat	04
	A less expensive drug was available	05
	The doctor said you didn't need a prescription drug	06
	The doctor said you could use an over-the-counter drug	07
ALWAYS LAST	Some other reason? (specify) _____	08
DO NOT READ	Don't Know	98
DO NOT READ	Refused	99

AFTER Q31, GO TO Q34

DTC Survey

Q32. (ASK IF ((Q24 IS NOT EQUAL TO 1 AND Q27 IS NOT EQUAL TO 1) OR (Q2 = 4 – 8))) If you saw an advertisement for a drug that treats a condition that was **bothering you**, how likely would you be to talk to your doctor about the drug?

	Very likely	1
	Somewhat likely	2
	Neither likely nor unlikely	3
	Somewhat unlikely	4
	Very unlikely	5
DO NOT READ	Don=t Know	8
DO NOT READ	Refused	9

Q33. Which, if any, of these possible reactions do you think your doctor **would** have if you asked about a prescription drug you had seen advertised? (READ LIST 1 – 4, RANDOMIZE ORDER, ACCEPT MULTIPLE)

	He/she would get angry or upset	1
	He/she would react like it was an ordinary part of the visit	2
	He/she would welcome my question	3
	He/she would discuss the drug with me	4
DO NOT READ	None of the above	5
DO NOT READ	Don=t Know	8
DO NOT READ	Refused	9

DTC Survey

IV. General Attitude Questions about Prescription Drug Advertising

[If Q5=2 OR 9, skip to Q47]

Now I'm going to read some statements about prescription drugs and advertising for prescription drugs. For each of them, please tell me whether you agree strongly, agree somewhat, neither agree nor disagree, disagree somewhat or disagree strongly. There are no right or wrong answers. We want to know what **you** think. I will read the possible responses again after each question.

[RANDOM BEGINNING. ROTATE Q34-Q44]

Q34. I like seeing advertisements for prescription drugs. (PROMPT WHEN NECESSARY: Do you agree strongly, agree somewhat, neither agree nor disagree, disagree somewhat or disagree strongly with this statement?)

	Agree Strongly	1
	Agree Somewhat	2
	Neither Agree nor Disagree	3
	Disagree Somewhat	4
	Disagree Strongly	5
DO NOT READ	Don't Know	8
DO NOT READ	Refused	9

Q35. Advertisements for prescription drugs help make me aware of new drugs. (PROMPT WHEN NECESSARY: Do you agree strongly, agree somewhat, neither agree nor disagree, disagree somewhat or disagree strongly with this statement?)

	Agree Strongly	1
	Agree Somewhat	2
	Neither Agree nor Disagree	3
	Disagree Somewhat	4
	Disagree Strongly	5
DO NOT READ	Don't Know	8
DO NOT READ	Refused	9

DTC Survey

Q36. Advertisements for prescription drugs do not give enough information about the possible benefits and positive effects of using the drug. (PROMPT WHEN NECESSARY: Do you agree strongly, agree somewhat, neither agree nor disagree, disagree somewhat or disagree strongly with this statement?)

	Agree Strongly	1
	Agree Somewhat	2
	Neither Agree nor Disagree	3
	Disagree Somewhat	4
	Disagree Strongly	5
DO NOT READ	Don't Know	8
DO NOT READ	Refused	9

Q37. Advertisements for prescription drugs make the drugs seem better than they really are. (PROMPT WHEN NECESSARY: Do you agree strongly, agree somewhat, neither agree nor disagree, disagree somewhat or disagree strongly with this statement?)

	Agree Strongly	1
	Agree Somewhat	2
	Neither Agree nor Disagree	3
	Disagree Somewhat	4
	Disagree Strongly	5
DO NOT READ	Don't Know	8
DO NOT READ	Refused	9

Q38. Advertisements for prescription drugs do not give enough information about the possible risks and negative effects of using the drug. (PROMPT WHEN NECESSARY: Do you agree strongly, agree somewhat, neither agree nor disagree, disagree somewhat or disagree strongly with this statement?)

	Agree Strongly	1
	Agree Somewhat	2
	Neither Agree nor Disagree	3
	Disagree Somewhat	4
	Disagree Strongly	5
DO NOT READ	Don't Know	8
DO NOT READ	Refused	9

DTC Survey

Q39. Advertisements for prescription drugs make it seem like a doctor is not needed to decide whether a drug is right for me. (PROMPT WHEN NECESSARY: Do you agree strongly, agree somewhat, neither agree nor disagree, disagree somewhat or disagree strongly with this statement?)

	Agree Strongly	1
	Agree Somewhat	2
	Neither Agree nor Disagree	3
	Disagree Somewhat	4
	Disagree Strongly	5
DO NOT READ	Don't Know	8
DO NOT READ	Refused	9

Q40. Advertisements for prescription drugs give enough information for me to decide whether I should discuss the drug with a doctor. (PROMPT WHEN NECESSARY: Do you agree strongly, agree somewhat, neither agree nor disagree, disagree somewhat or disagree strongly with this statement?)

	Agree Strongly	1
	Agree Somewhat	2
	Neither Agree nor Disagree	3
	Disagree Somewhat	4
	Disagree Strongly	5
DO NOT READ	Don't Know	8
DO NOT READ	Refused	9

Q41. Advertisements for prescription drugs help me make better decisions about my health. (PROMPT WHEN NECESSARY: Do you agree strongly, agree somewhat, neither agree nor disagree, disagree somewhat or disagree strongly with this statement?)

	Agree Strongly	1
	Agree Somewhat	2
	Neither Agree nor Disagree	3
	Disagree Somewhat	4
	Disagree Strongly	5
DO NOT READ	Don't Know	8
DO NOT READ	Refused	9

DTC Survey

Q42. Advertisements for prescription drugs help me have better discussions with my doctor about my health. (PROMPT WHEN NECESSARY: Do you agree strongly, agree somewhat, neither agree nor disagree, disagree somewhat or disagree strongly with this statement?)

	Agree Strongly	1
	Agree Somewhat	2
	Neither Agree nor Disagree	3
	Disagree Somewhat	4
	Disagree Strongly	5
DO NOT READ	Don=t Know	8
DO NOT READ	Refused	9

Q43. Only the safest prescription drugs are allowed to be advertised to the public. (PROMPT WHEN NECESSARY: Do you agree strongly, agree somewhat, neither agree nor disagree, disagree somewhat or disagree strongly with this statement?)

	Agree Strongly	1
	Agree Somewhat	2
	Neither Agree nor Disagree	3
	Disagree Somewhat	4
	Disagree Strongly	5
DO NOT READ	Don=t Know	8
DO NOT READ	Refused	9

Q44. I would not talk with my doctor about an advertisement for a prescription drug, because it would seem like I did not trust my doctor. (PROMPT WHEN NECESSARY: Do you agree strongly, agree somewhat, neither agree nor disagree, disagree somewhat or disagree strongly with this statement?)

	Agree Strongly	1
	Agree Somewhat	2
	Neither Agree nor Disagree	3
	Disagree Somewhat	4
	Disagree Strongly	5
DO NOT READ	Don=t Know	8
DO NOT READ	Refused	9

DTC Survey

Q45. Now let me ask you, is there any information missing from prescription drug advertisements that you think **should** be in these ads?

	Yes	1
	No	2 (skip to Q46)
DO NOT READ	Don=t Know	8 (skip to Q46)
DO NOT READ	Refused	9 (skip to Q46)

(If yes) What information should be there? _____

Q46. Is there any information in prescription drug advertisements that you think **should not** be in these ads?

	Yes	1
	No	2 (skip to Q47)
DO NOT READ	Don=t Know	8 (skip to Q47)
DO NOT READ	Refused	9 (skip to Q47)

(If yes) What information should not be there? _____

V. Demographic Information

I'd like to ask just a few more questions for classification purposes.

Q47. Overall, would you say your health is:

	Excellent	1
	Very good	2
	Good	3
	Fair	4
	Poor	5
DO NOT READ	Don=t Know	8
DO NOT READ	Refused	9

DTC Survey

Q48. How knowledgeable would you say you are about health and medicines? Would you say you are:

	Extremely knowledgeable	1
	Very knowledgeable	2
	Somewhat knowledgeable	3
	Not at all knowledgeable	4
DO NOT READ	Don't Know	8
DO NOT READ	Refused	9

Q49. Have you ever used the internet or world wide web?

	Yes	1
	No	2
DO NOT READ	Don't Know	8
DO NOT READ	Refused	9

Q50. In the last six months, about how many **different** prescription drugs have you used (for women: including birth control pills)?

	Zero	00
	One	01
	Two	02
	Three	03
	Four	04
	Five	05
	Six	06
	Seven	07
	Eight	08
	More than Eight	09
DO NOT READ	Don't Know	98
DO NOT READ	Refused	99

DTC Survey

Q51. In the last six months, about how many **different** over-the-counter drugs have you used, not including vitamins or nutritional supplements?

	Zero	00
	One	01
	Two	02
	Three	03
	Four	04
	Five	05
	Six	06
	Seven	07
	Eight	08
	More than Eight	09
DO NOT READ	Don=t Know	98
DO NOT READ	Refused	99

Q52. Is your doctor part of either of the following health-care arrangements?

	A health maintenance organization or HMO	1
	A preferred provider list or network of physicians	2
DO NOT READ	Neither	3
DO NOT READ	Don=t Know	8
DO NOT READ	Refused	9

Q53. What is your marital status? Are you:

	Married	1
	Single	2
	Widowed	3
	Divorced	4
	Separated	5
DO NOT READ	Don=t Know	8
DO NOT READ	Refused	9

Q53a. What is your date of birth?

Month ____ Day ____ Year ____

If Year is > 1980 (Terminate) Thank you -- those are all the questions I have

DO NOT READ Refused 9 (Terminate)

DTC Survey

Q54. What is the last grade of school that you completed? Was it:

	Grade school or less	1
	Some high school	2
	Completed high school	3
	Some college	4
	Completed college	5
	Graduate school or more	6
	Other beyond high school (business, technical, etc.)	7
DO NOT READ	Don't Know	8
DO NOT READ	Refused	9

Q55. Which of these best represents your ethnic group? (you may say yes to more than one) Would you say you are: (RECORD ALL THAT APPLY)

	American Indian or Alaska Native	1
	Asian	2
	Black or African-American	3
	Hispanic or Latino	4
	Native Hawaiian or other Pacific Islander	5
	White	6
DO NOT READ	Don't Know	8
DO NOT READ	Refused	9

Q56. For classification purposes only, please tell me what your total household income was last year before taxes. Was it:

	Less than \$10,000	1
	\$10,000 to less than \$20,000	2
	\$20,000 to less than \$35,000	3
	\$35,000 to less than \$50,000	4
	\$50,000 to less than \$75,000	5
	\$75,000 or more	6
DO NOT READ	Don't Know	8
DO NOT READ	Refused	9

Q57. Respondent gender (DO NOT ASK: Record by observation)

Male	1
Female	2

DTC Survey

Q58. Finally, there is one more part to this survey. We would like to send you a letter that contains copies of several advertisements. We would ask you to rate how familiar you are with each of the advertisements and mail the letter back. A postage-paid envelope will be provided. This information would help us find out about the health information people get from advertisements. It will only take about 10 minutes once you receive it in the mail. Would you be willing to participate in this part of the survey?

	Yes	1	(continue)
	No	2	(end)
DO NOT READ	Don't Know	8	(end)
DO NOT READ	Refused	9	(end)

Thank you. We will send you the letter and a stamped, return address envelope within a day or two. May I please have your name and mailing address?

Those are all the questions I have.
Thank you very much for your help participating in this study.



Tell Us About Advertising FOLLOW UP SURVEY

About a week ago, a person calling for the U.S. Food and Drug Administration spoke with you about your opinions regarding advertising for drugs. At the end of that interview, you agreed to help us further by looking at some actual advertisements and telling us if you had seen them before. On each of the following pages, you will see four small photos of advertisements for different drugs. You may have seen some of these advertisements before, or you may not have seen any of them before. You do not need to read the words in the advertisements. We would just like to know if you recognize any of them. Please answer the questions below each advertisement and mail the survey back. This information will help us find out about the health information people get from advertisements.

INSTRUCTIONS

1. You can use either a pencil or pen to write with.
2. Please turn to the first page and look at the photo of the first advertisement.
3. Read question 1. If you **have seen** the advertisement before, circle **YES**.

If you have **never seen** the advertisement before, circle **NO**.

If you are **not sure**, circle **NOT SURE**.

EXAMPLE:



No

Not Sure

4. If you circle **YES**, answer **question 2 and question 3**.
If you circle **NO** or **NOT SURE**, please **skip question 2 and go on to question 3**.
Then **continue** to the next advertisement.

There are three pages of advertisements - 12 advertisements in all.

When you have finished looking at **all the advertisements**, please put all the pages back into the postage-paid envelope we have enclosed and put it in the mail. Thank you for your help!



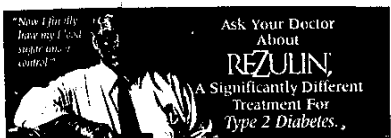


PROVEN TO REDUCE
THE RISK OF STROKE OR
MINI-STROKE BY 26%¹
AND HEART ATTACK BY 24%²

1-877-PRAYA CALL

PRAVACHOL
pravastatin sodium salt

1. Have you ever seen this advertisement before? (Please circle one answer)
YES NO NOT SURE
2. If "YES," where did you see this advertisement? (You may circle more than one)
a. Magazine b. Newspaper c. Television d. Received in mail e. Not Sure
3. What condition does this drug treat? (Please write in)



A ONCE-A-DAY PILL THAT CAN SIGNIFICANTLY



REAGENTS AND EQUIPMENT AND PROCEDURES
[EXPERIMENTAL SECTION CONTAINS 15 PAGES]

KEY-CONCEPTS AND THE EFFECTIVENESS OF TEACHING ABOUT MEDIA LITERACY

1. *Journal of the American Medical Association*, 1997; 277: 1033-1036.

$\mu_{\text{max}} = 0.7 \text{ day}^{-1}$, $K_s = 0.06 \text{ g/l}$. The maximum specific growth rate (μ_{max}) was determined from the linear portion of the plot of $\ln X$ versus time.

...and the ...

$$- \lim_{t \rightarrow \infty} \frac{1}{t} \log \mathbb{P}_x \left(\inf_{0 \leq s \leq t} \left| \frac{1}{s} \int_0^s \langle \nabla \phi, \nabla \phi \rangle \right| \geq \frac{1}{2} \right) = 0 \quad (2.1)$$

Let γ be a path of length n in G starting at v and ending at w . Then γ is a path of length n in G starting at v and ending at w . \square

$$\begin{aligned} \text{max}_{\mathbf{w}} \quad & \mathbf{w}^T \mathbf{y} - \frac{1}{2} \|\mathbf{w}\|^2 \\ \text{s.t.} \quad & \mathbf{w}^T \mathbf{x}_i \leq 1, \quad \forall i \in \{1, \dots, n\} \end{aligned} \quad (1)$$
$$\begin{aligned}
 \text{Proof.} \quad & \text{Let } \mathbf{A} = (a_{ij}) \in M_n(\mathbb{R}) \text{ and } \mathbf{B} = (b_{ij}) \in M_n(\mathbb{R}) \text{ be two matrices. Then } \mathbf{A} + \mathbf{B} = (a_{ij} + b_{ij}) \text{ and } \mathbf{A} - \mathbf{B} = (a_{ij} - b_{ij}). \\
 & \text{Now, } \mathbf{A} + \mathbf{B} = \mathbf{0} \text{ if and only if } a_{ij} + b_{ij} = 0 \text{ for all } i, j. \text{ Similarly, } \mathbf{A} - \mathbf{B} = \mathbf{0} \text{ if and only if } a_{ij} - b_{ij} = 0 \text{ for all } i, j. \\
 & \text{Therefore, } \mathbf{A} + \mathbf{B} = \mathbf{0} \text{ and } \mathbf{A} - \mathbf{B} = \mathbf{0} \text{ if and only if } a_{ij} + b_{ij} = 0 \text{ and } a_{ij} - b_{ij} = 0 \text{ for all } i, j. \\
 & \text{Adding these two equations, we get } 2a_{ij} = 0 \text{ for all } i, j. \text{ Hence, } a_{ij} = 0 \text{ for all } i, j. \\
 & \text{Substituting } a_{ij} = 0 \text{ into the first equation, we get } b_{ij} = 0 \text{ for all } i, j. \text{ Hence, } \mathbf{B} = \mathbf{0}. \\
 & \text{Therefore, } \mathbf{A} + \mathbf{B} = \mathbf{0} \text{ and } \mathbf{A} - \mathbf{B} = \mathbf{0} \text{ if and only if } \mathbf{A} = \mathbf{0} \text{ and } \mathbf{B} = \mathbf{0}. \quad \square
 \end{aligned}$$

$\rho_{\text{eff}} = \frac{\rho}{1 + \beta} = \frac{0.98}{1 + 0.02} = 0.96$

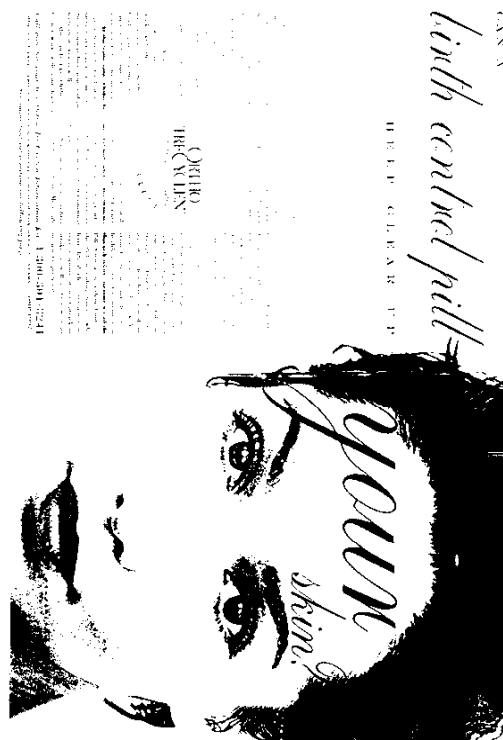
FOR YOUR LIFE INFORMATION KIT

REZOLINI

© 2006 The Authors
Journal compilation © 2006 Blackwell Publishing Ltd

ASK YOUR DOCTOR ABOUT THE REZULIN DIFFERENCE.

1. Have you ever seen this advertisement before? (Please circle one answer)
YES NO NOT SURE
2. If "YES," where did you see this advertisement? (You may circle more than one)
a. Magazine b. Newspaper c. Television d. Received in mail e. Not Sure
3. What condition does this drug treat? (Please write in)



CHIL-
HIL-
N

[illegible]

1. Have you ever seen this advertisement before? (Please circle one answer)
YES NO NOT SURE
2. If "YES," where did you see this advertisement? (You may circle more than one)
a. Magazine b. Newspaper c. Television d. Received in mail e. Not Sure
3. What condition does this drug treat? (Please write in)



**When allergies are a nightmare,
once-a-day ZYRTEC starts working fast.**



ZYR SPACE & BEYOND
CELLULOSE INC.

Visit our Web site at www.ZYATEC.com

Learn more at your doctor or pharmacist.
Call toll free 1-888-876-4673 for more information.

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1. Have you ever seen this advertisement before? (Please circle one answer)
YES NO NOT SURE
2. If "YES," where did you see this advertisement? (You may circle more than one)
a. Magazine b. Newspaper c. Television d. Received in mail e. Not Sure
3. What condition does this drug treat? (Please write in)

NASAL CONGESTION
SNEEZING
RUNNY NOSE

When you get it all...all it takes is FLOXASE.

Ask your doctor about FLOXASE — the multi-symptom nasal spray. Once a day relieves all your nasal allergy symptoms.

FLOXASE
(fluticasone propionate)

For information and a \$5.00 rebate coupon, call 1-800-FLOXASE (1-800-746-4213) or visit www.floxase.com.
Please see important information printed on the coupon.

1. Have you ever seen this advertisement before?
(Please circle one answer)
YES NO NOT SURE
2. If "YES," where did you see this advertisement?
(You may circle more than one answer)
a. Magazine b. Newspaper c. Television
d. Received in mail e. Not sure
3. What condition does this drug treat? (Please write in)

A pill that helps men with erectile dysfunction respond again.

Naturally, the response has been positive.

For information and a \$5.00 rebate coupon, call 1-800-VIAGRA (1-800-842-4274) or visit www.viagra.com.
Please see important information printed on the coupon.

VIAGRA
(sildenafil citrate)

Let the dance begin.

1. Have you ever seen this advertisement before?
(Please circle one answer)
YES NO NOT SURE
2. If "YES," where did you see this advertisement?
(You may circle more than one answer)
a. Magazine b. Newspaper c. Television
d. Received in mail e. Not sure
3. What condition does this drug treat? (Please write in)

Break through migraine pain with IMITREX
(sumatriptan)

Stay alert and active

Most prescribed migraine medicine in the U.S.

Ask your doctor if IMITREX is right for you.

Free Trial!
Call toll free 1-877-IMITREX

For more information, visit our Web site www.imitrex.com.

1. Have you ever seen this advertisement before?
(Please circle one answer)
YES NO NOT SURE
2. If "YES," where did you see this advertisement?
(You may circle more than one answer)
a. Magazine b. Newspaper c. Television
d. Received in mail e. Not sure
3. What condition does this drug treat? (Please write in)

Be nicotine free in 1999. ZYBAN can help.

Free \$5 coupon
Call 1-800-421-0030

ZYBAN
(bupropion HCl)

BREAK FREE FROM NICOTINE. BREAK FREE FROM SMOKING.

For more information, visit our Web site www.zyban.com or call 1-800-421-0030.

1. Have you ever seen this advertisement before?
(Please circle one answer)
YES NO NOT SURE
2. If "YES," where did you see this advertisement?
(You may circle more than one answer)
a. Magazine b. Newspaper c. Television
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